

Notice of References Cited

Application/Control No.

09/607,914

Applicant(s)/Patent Under
Reexamination
CHENG ET AL.

Examiner

Eric T. Shaffer

Art Unit

3623

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*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
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	W	Lewis, Barbara and Litter, Dale, "The Blackwell Encyclopedic Dictionary of Marketing", 1997, Blackwell Publishers, Second Edition
	X	Dillon, William R., Madden, Thomas J., and Firtle, Neil H., "Marketing Research in a Marketing Environment", 1987, Irwin Inc., Third Edition

*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)

Dates in MM-YYYY format are publication dates. Classifications may be US or foreign.